

Sherry's Theater

Has been known at "The House of Comfort" and under the new management the same high standard will be maintained. Fine projection, fine films, fine music and good vaudeville will be our motto. We will be glad to meet all friends of Sherry's.

H. G. TRULL.

LOCAL BREVITIES.

Have you seen the display of Easter Lilly's at the Flower Shop? Better call today and pick one out. La Grande Seed & Floral Co. 4-3-tf.

Opening dance at Danceland, Saturday, April 11. 4-10-2t.

Get your fishing license of B. W. Hughes, Moose Billiard Parlor. We carry a full line of cigars tobacco, Base Ball Goods, Guns, Ammunition, Fishing Tackle and Sporting Goods of all description.—Adv. 3-24-tf

We pay best prices for second hand furniture. Dyal's Furniture store, next to Geddes grocery. Phone black 851.—Adv. 3-2-tf

Mrs. Kalida McNeill wishes to enroll pupils in water colors. See her window display Saturday, April 11th in the window of the Harris Art Store.—Adv. 4-9-tf.

The Evening Observer on sale at Newlin Book store and the Club.

Easter Baskets. New baskets for Easter. Just in from Japan. Call and see them.—Adv. La Grande Seed & Flora Co.

Auto for Hire—Roomy, easy-riding cars for country touring, at Jay Van Buren. Day Phone Black 321; Night Phone Black 1551.—Adv.

SILVER PLATED WARE
AND
Jewelry Novelties
MORGAN'S 10 and 25c STORE

THE CLUB

The Club barbers are being conducted by the management of the club who will strive to make it one of the best shops in Eastern Oregon. Adhering to their well known policy of nothing but the best insures the public of the best of service in this department.

Have William P. Deets, late of Portland smooth your chin. We have just added an up-to-the-minute shine stand and have secured the service of an expert shiner who will attend to your wants in that line.

ASK YOUR GROCER ABOUT THE TOBE GIVEN AWAY \$150.

Upper Crust Flour
Whiter, Lighter, Bread

They are going to give away One Hundred and Fifty Dollars (\$150.00) with **UPPER CRUST FLOUR.**

Each sack you buy will be numbered. Your grocer will write your name and address on this number and mail same to us. We will then send you our check for 25 cents per sack, which is a special advertising allowance we are giving you instead of spending a like amount for advertising.

ORDER TODAY

The retail price of this flour is "positively" \$1.45 per sack and cannot be purchased for less (except on this advertising plan.) 600 sacks only will be sold on this campaign. We won't say anything about the quality. After you try a sack it won't be necessary. Phone your grocer to send you a sack and he will attend to the 25-cent rebate for you without any trouble to you in the least.

Upper Crust Flour
Whiter, Lighter Bread

SOLD AND GUARANTEED TO YOUR GROCER BY THE DISTRIBUTORS OF PREFERRED STOCK



It is not Economy to buy Cheap Merchandise



But to Buy Standard Merchandise Cheap is Practical Economy

Is it not the policy of The Golden Rule Co. nor has it ever been to carry cheap goods--But to carry **Standard Quality** of popular priced merchandise and sell it at the lowest possible price.



Shoes for the Whole Family from baby to grand parent

We can fit you in almost any style of shoe you may ask for. Note carefully the exceptional values given below.

- Babies' Soft Shoes.....25c, 35c and 50c
- Childrens' Shoes.....60c, 75c, 85c, 98c, \$1.10
- Childrens' Slippers.....58c, 70c 85c, 98c
- Misses' Shoes.....\$1.17, \$1.38, \$1.67

The above come in Vici Kid, Gun Metal, Box Calf—in Button and Lace.

- Exceptional Values in Childrens' Box Calf School Shoes up to and including size 2 \$1.98
- Splendid Line Misses Slippers (Sizes up to 2, any Style or Leather,.....\$1.35, \$1.45, \$1.06, \$1.70
- Big Girls' School Shoes, 14 Button Vici Kid or Gun Metal. This Shoe is also wanted by many women on account of its being a common sense shoe \$2.28
- High Grade all Velvet Shoe.....\$2.50



- \$1.48** Large Line of White Canvas Baby Doll Shoes
- \$1.78** Gunmetal an exceptional value.
- \$1.98** Men's Elk Outing Tan or White, Crome with Viscalized double wear sole.

- \$1.85** Patent, Baby Doll, the Newest thing.
- \$1.98** Velvet, two strap with heavy Sole.
- Heavy High Class Work Shoes ... \$2.50, \$2.75, \$3.00
- Men's Dress Shoes, Black or Tan, Lace or Button \$2.58, \$3.45, \$3.98, \$4.50

SOMETHING THAT WILL INTEREST YOU IN HOUSE FURNISHINGS.

- No. 1 Galvanized Iron Tank.....59c
- No. 2 Galvanized Iron Tub.....69c
- No. 3 Galvanized Iron Tub.....79c
- No. O. Tublor Lantern Globe, 8c.....2 for 15c
- Extension Curtain Rods.....2 for 25c
- No. 330 Crescent Wringer, one year guarantee \$2.95
- First Quality Mop Stick.....13c
- Large Size White Granite Chamber with Cover ..73c

MEN'S FURNISHINGS

- McKibben—Men's Dress Hats, regular \$3.00 values.....\$1.98
- Men's Dress Hats, \$1.50 values, a few of last season's number to clean up.....75c
- Men's Boy's and Children's Straw Hats, any kind you want. 9c buys a good Mexican Panama. 98c buys a neat dress shape for man or boy.
- Men's Work Pants in a Good Grade Cotton Worsteds.....98c
- Blue R. R. Shirt with two collars, Regular \$1.25 Values.....98c
- Dress Shirts. A good grade, Percalé in Light and and Medium Colors. Buy some of these shirts and make a saving of 50 per cent.....43c
- Men's First Quality Work Shirts in Medium Weight Chiviot.....37c
- Men's Good Heavy Grade Black Sateen, will wash. Color and Make Guaranteed.....39c
- Men's Suits, Blue or Gray Serge, Mixed Cassimers and Fancy Worsteds.....\$9.87
- Men's Bib Overalls in heavy First Quality Dennim—Osh Kosh or Mt. Hood.....83c
- Men's Plain Waist Overalls.....73c
- Boy's Bib, size 20 to 26 waist.....49c
- Boy's Bib, size 27 to 31 waist.....59c

Domestic & Yard Goods

- 36-in. Bleached Muslin Hope.....6 7-8
- 36-in. Bleached Muslin Advertiser.....10c
- 36-in. Bleached Muslin Lonsdale.....8c
- 36-in. Bleached Cambric Lonsdale.....10 1-4c
- 8-4 Piquot Sheeting Bleached.....25c
- 9-4 Piquot Sheeting Bleached.....27 1-2c
- 10-4 Piquot Sheeting Bleached.....29 1-2c
- 8-4 Fox Craft Sheeting Bleached.....19c
- 9-4 Fox Craft Sheeting Bleached.....21c
- 10-4 Fox Craft Sheeting Bleached.....23c
- Amoskeag Apron Gingham.....7 1-2c
- Fearless Apron Gingham.....5c
- Sampson's Galates.....15c
- A. F. C. Dress Gingham.....10 1-2c
- Standard Calicoes.....5c
- Standard Table Oil Cloth.....19c
- 36-in. Forest Percalé.....10c
- 32-in. Scotch Dress Gingham.....13 1-2c
- 36-in. All Wool Serge.....50c
- 42-in. Atlantic Pillow Tubing.....16c
- 45-in. Atlantic Pillow Tubing.....17c
- 27-in. Silk Muslin.....89c

Notions

- Merricks Spool Cotton, per spool.....4c
- San Silk.....4c
- Carlson Currier Sewing Silk.....7c
- Children's Hold Fast Hose Supporters, all sizes.....10c
- Men's Boston Garters.....13c
- Men's President Suspenders.....29c
- Men's Common Work Socks 4c 3 pr.....10c
- Men's Tan or Black Dress Socks.....7c
- Men's White Hemmed Hakfs.....3 for 10c
- Men's Colored 21x21 Red Hakfs.....3 for 10c
- Men's Colored 21x21 Blue Hakfs, 3 for.....10c
- Ladie's Hemmed White Lawn Hakfs Doz.....23c
- Children's School Lawn Hakfs, Doz.....20c
- Needles, Sewing, Darning and Knitting.....4c
- Heavy Shoe Laces, Per Doz.....10c
- Gift Edge Shoe Polish, Bottle.....18c
- Handy Russet Polish, Bottle.....18c
- Shinola Polish, Box.....7c
- Men's 12 oz. Canvas Leather Faced Gauntlet Gloves.....15c

Notions

- Men's 12 oz. Canvas Leather Faced Knit Wrist Gloves.....15c
- Men's 5 oz. Knit Wrist Canvas Gloves.....5c
- Boys' or Ladies' Canvas Gloves.....5c
- Stonoco Hair Nets.....6 for 25c
- Gift Edge Darning Cotton, 2 balls.....5c
- Tape Black or White, any width.....2 for 5c
- Knitting Cotton, any No. per ball.....4c
- Gemm Pins 350 Count Paper.....3c
- Barbers Linnen, Spool.....8c
- Safety Pins, all sizes, Paper.....4c
- Wire Hair Pins, Box.....3c
- Wire Hair Pins, 10 Papers.....5c
- Mourning Pins, Box.....3c
- 8-in. Curling Iron.....5c
- D. M. C. Imbroidery Cotton, White, Ecu or Black, Balls—Nos. 1, 2 and 3, 6c.
- Nos 5 and 10, 7 1-2c. Nos. 15 and 20 8 1-2c. No. 30, 10c. Nos 40 and 50, 12c. Nos. 60 and 70 and 80, 13c. No. 100, 15c. No. 150, 18c.
- Skeins, Small in White, Doz.....15c
- Skeins, Long, in White, Doz.....20c

MILLINERY---POPULAR PRICES

Never were we prepared to supply every desire in Trimmed Hats better than now.

COATS \$10.00 to \$23.00

Spring demands lighter outer garments and we are showing a very complete line of Snappy, Stylish

We fill Mail or Phone Orders promptly and in so doing if we make an error making selection money will be refunded or merchandise exchanged.

Quality the Same

The Golden Rule Co.

Prices Less

The Store That Reduces the Cost of Living